

geopath

Geopath Insights

Best Practices, Standards, and Protocols

Prepared by:



November 2019

Welcome

Welcome! We're glad you're here.

As you know, Geopath has been building a state-of-the-art currency, leveraging data from mobile devices and connected cars, to create a more robust and unified, measurement system. This system will allow understanding of audience at a level of granularity never available before in the OOH Industry.

While this new level of precise audience targeting capabilities provides a tremendous opportunity for the industry, it also means that business as usual will no longer be business as usual.

The goal of this document is to provide a touchstone for anyone planning, buying, or selling OOH during this transition period, as the industry begins to adopt Geopath's new insights and measurement. It is intended to establish broad-level guidelines across buyers and sellers for how to use the new insights and provide a set of agreed-upon standards that can be referenced where the buyers and sellers intersect. This document will serve as a clearly defined roadmap to ensure an efficient exchange of information throughout the buying and selling of OOH media.

Please consider this a "living" document that will evolve over time. This first version reflects the state of Geopath Insights on October 1st, 2019. As the capabilities of Geopath Insights evolve over the coming months to include new sets of temporal data (annual, seasonal, hourly), as well as additional audience features and media types, this document will be updated periodically to reflect the impact of these changes on the buying and selling process.

Thank you, and we hope you find this document useful!

With Kind Regards,
Geopath Futures Council

A letter from Geopath President Kym Frank

Recently, Geopath, the non-profit association responsible for providing the universal currency for the out-of-home advertising industry, updated its methodology, utilizing the advanced location data inputs that are available today. Geopath is governed by a tripartite Board of Directors, representing agencies, advertisers, and media owners who collectively approved this advancement in audience measurement.

The new system is more granular than the legacy methodology which was launched in 2010. Due to the resources available at the time that it was built, the legacy methodology often relied upon averages and in some cases, default location assignments. The new methodology utilizes precise locations for all inventory in the database. It also incorporates information harnessed from connected cars and mobile location data. The use of these data streams produces a distinctively contemporary industry currency and provides advertisers with the ability to better target their audiences utilizing out-of-home advertising.

As a result of the methodological improvements and more granular data sources, there will be changes in the underlying impressions each unit delivers. These are a result of the more granular inputs to the methodology and do not reflect changes to the actual inventory.

In some cases the impressions delivered will be higher and in some cases they will be lower, but the inherent value of the advertising has not changed. The metrics are more precise. The audiences delivered have not changed. We have simply evolved how we measure them to be more accurate, incorporating the best data resources that are available today.

Geopath and its members are dedicated to providing universal, accurate, independent, and responsible audience measurement to the advertising industry. We appreciate your continued support of the out-of-home industry and our work to power a smarter out-of-home marketplace.

Sincerely,

Kym Frank
Geopath President

How to use this document

This document outlines a set of best practices, guidelines, and protocols to be used during the OOH buying and selling process. These recommendations should be used whenever buyers and sellers have questions on how to move forward using the new Geopath Insights. The more we collectively adopt the items outlined in this document, the easier it will be for everyone (planners, buyers, sellers, and even advertisers) to adopt the new system and conduct business more efficiently and effectively.

As noted above, this document will be updated periodically to reflect the evolution of Geopath's OOH measurement.

What you'll find

The document first provides a review of the Geopath methodology and how it has evolved. It also provides a graphic overview of how Geopath is able to understand the audience viewing the OOH media.

The main body of the document is structured around pre-planning, planning, and execution stages, providing detailed information to guide the RFP process between planners, buyers and sellers.

It ends with a set of Frequently Asked Questions (FAQs), to provide additional support during this transition period and beyond, as well as a glossary of terms in the Appendix.

While we recommend that everyone read this document in its entirety to ensure adoption of these best practices, guidelines, and protocols throughout the industry, the document is structured so that you can use the section(s) most relevant to your role.

Establishing New Rules of Engagement

Given the enormous changes to how Geopath measures inventory and the insights available, we can no longer focus on past paradigms. We need a new set of rules for how we engage with each other, how we engage with clients, and how we think about OOH measurement.

We suggest considering the following as you meet with advertisers, and when creating, evaluating, and negotiating plans moving forward. If you only remember 3 things from this document, it should be these points:

1	<p>We are now an audience first industry.</p> <p>We should always start from a clearly defined target audience. Given the expanded audience capabilities of Geopath Insights, we know more than ever about the audience viewing OOH inventory and can target audiences as effectively as any other advertising channel.</p>
2	<p>We must change the conversation from location to movement.</p> <p>It is no longer just about the location of the inventory any longer. It is about the audience viewing inventory within the marketplace. We now have the data to understand and contextualize the audience's movement within a marketplace, and can use that to understand the entire audience footprint that viewed any audited location.</p>
3	<p>Let's focus on the present (and the future). Not the past.</p> <p>Geopath's measurement has much greater precision and fidelity due to the mobile and connected car data we are leveraging. Given how much has changed with how Geopath measures inventory, we can no longer compare yesterday's impressions to today's. It is not an "apples-to-apples" comparison. While it is the same overall methodology, the inputs are much more robust and granular.</p>

Fast Facts

Key highlights from the Best Practices, Standards and Protocols:

- Geopath Insights have evolved from a traditional media-focus to an audience-first focus.
- The data and inputs powering the new Geopath Insights methodology are more robust versus 12+ years ago, allowing for a more precise understanding of the audience viewing OOH advertisements.
- The new industry comparison standard and selection metric will be to focus how well a unit indexes and/or its percent composition for the desired audience against the market average.
- Anonymized and aggregated data from more than 150MM mobile devices are providing a level of fidelity never before available in OOH measurement.
- Geopath Insights now include enhanced behavioral audiences (8,000+), custom geographies (40,000+), and soon, new media formats (place-based, dynamic fleet).
- Media planners must take special care to communicate as much detail as possible with regards to goals, KPIs, audience, geography, and media to ensure that they receive comparable responses from media operators.
- Similarly, when responding to RFPs, media operators should be careful that they are addressing the specific criteria outlined to ensure the use of the same Geopath Insights data as cited in the original RFP.
- While there will be changes from previous measurements, these new numbers will allow for more efficient and effective media plans, leading to better results for advertisers.
- Geopath Insights will continue to evolve over time as more temporal data becomes available and will be updated on shorter cycles in the future (e.g., Seasonal).
- A comprehensive training platform is available through Geopath to educate the industry on the changes and how to use the data available through Geopath. This can be found on our website, www.geopath.org.

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Section 1:

The Evolution of Geopath Insights

Section 1

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A Quick Review: The Evolution of Geopath Insights

The original TAB ratings put OOH on a level playing field with other media channels by allowing the industry to move from “showings” to measures more commonly used in other channels.

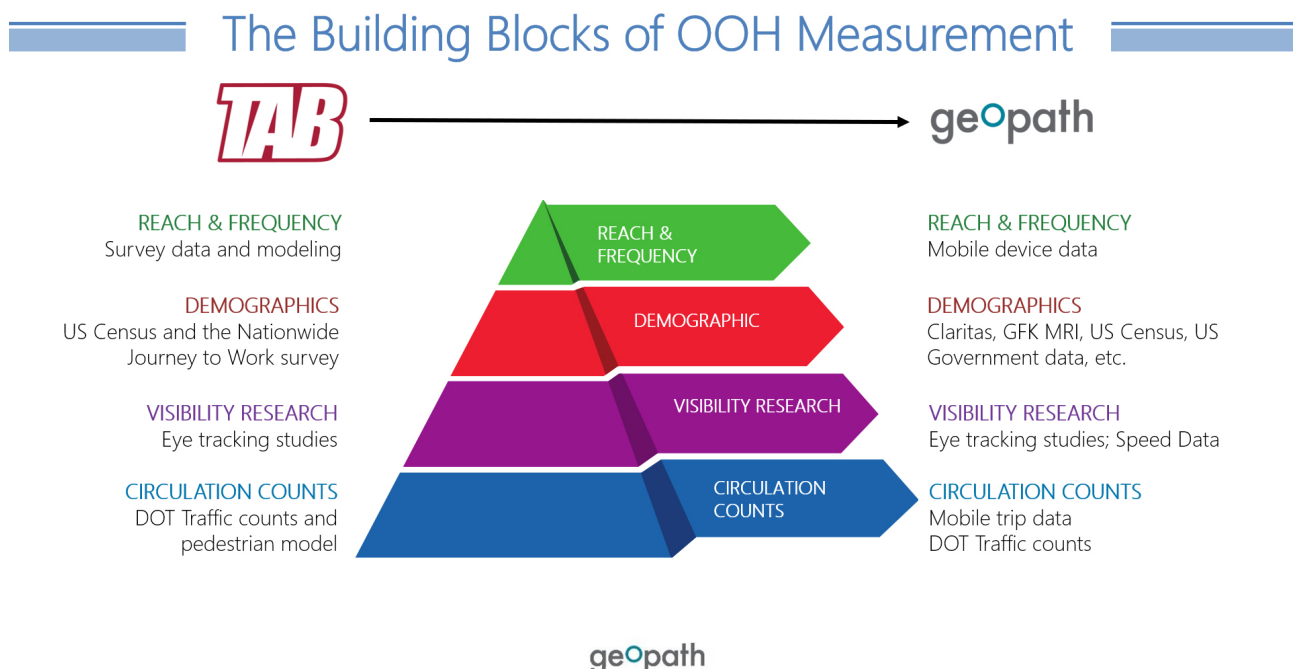


Geopath is now enhancing its measures with greater granularity and precision, including additional audiences, increased geographic options, and more detailed analysis of inventory.



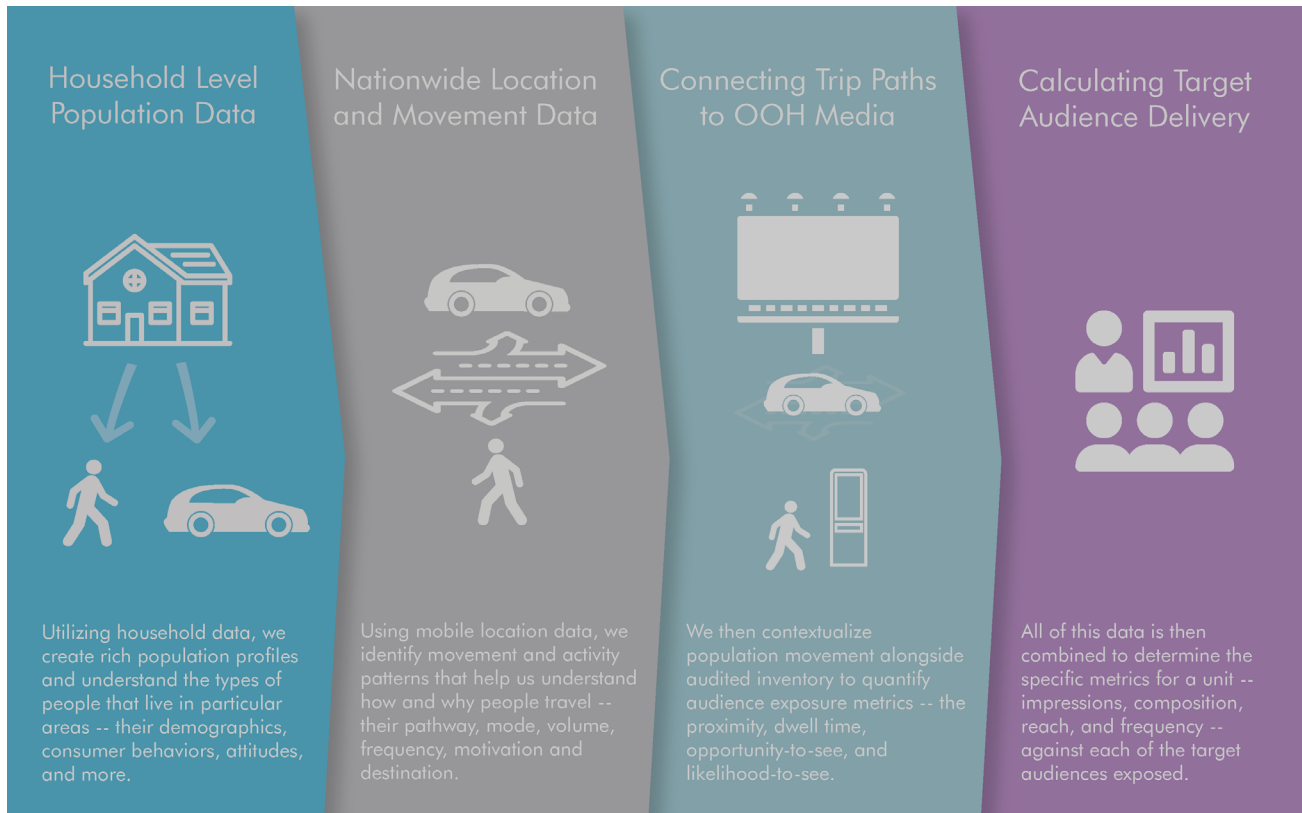
The Building Blocks of OOH Measurement

Geopath Insights is built upon the same core building blocks. The key differences are the data inputs.



Contextualizing Audience and OOH Media

Geopath curates all of this aggregated and anonymized data from across all roadways and places in the US to create a fully contextualized movement matrix of the entire population. Only when the movements of the full population are understood can we fully compare all OOH media locations and understand the audiences viewing the media. The graphic below outlines how Geopath understands audience movement and connects it to OOH media to develop its measures.



Comparing Geopath Insights – Yesterday to Today

Distributive computing and the mobile data available have allowed us to enhance the capabilities available to our members, whether you are accessing our data via our API or the new Geopath Insights Suite (which will ultimately replace our legacy tools). On the next page is a comparison of the legacy capabilities to the enhanced capabilities that will ultimately be available through Geopath.

Measurement Enhancement: Comparison of Legacy Data to Today

Audited Inventory Database	Legacy Systems/Data	Insights Today
Roadside	Yes	Yes
Transit - Place-Based	Yes	Yes
Transit - Fleet - Scheduled Routes	Yes	Yes
Place-Based	N/A	Yes
Fleet - Dynamic Routes	N/A	Under Development



Audience Measurement Data	Legacy Systems/Data	Insights Today
Reporting Precision		
Single Location	Yes	Yes
Inventory Sets	Yes	Yes
Individual Ad-play	N/A	Yes
Geographic Resolution	4,388	40,000+
National	N/A	Yes
DMA (210)	Yes	Yes
CBSA (942)	Yes	Yes
County (3,236)	Yes	Yes
ZIP Code (32,336)	N/A	Yes
Custom (∞)	N/A	Yes
Temporal Resolution (time scale options)	1	2,016
Annual (1)	Yes	Yes
Seasonal (4)	N/A	Under Development
Monthly (12)	N/A	Under Development
Day of Week (7)	N/A	Yes
Hour of Day (24)	N/A	Yes
Audience Segments	500	8,000+
Census Demographics	Yes	Yes
Enhanced Demographics (Housing, Commute, Language)	N/A	Yes
Consumer Behaviors	N/A	Yes
Psychographics	N/A	Yes
Segmentation (PRIZM)	N/A	Yes
Segment Cross-Tabs	No	Under Development



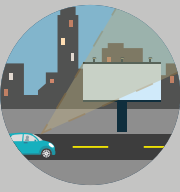


Technology Platforms	Legacy Systems/Data	Insights Today
Forecasting Tools		
Inventory Search	Yes	Yes
Audience Search	N/A	Yes
Market Planning	Yes	Yes
Measurement Tools		
Campaign Delivery	Yes	Yes
Historical Analysis	Yes	Under Development
API	Yes	Yes

How Impressions Have Evolved

While the data we harness from mobile devices and connected cars creates a more robust measurement system, increasing our understanding of the audience viewing inventory, there will be some changes in the impressions delivered by Geopath audited inventory.

Overall, there are seven key components that impact changes to OOH impressions. The following table provides an overview of each component, why it is important to Geopath's measurement, and what has changed.

Component	What Has Changed	Why It Matters
 VEHICULAR TRAFFIC COUNTS	<p>Geopath is no longer solely reliant upon manually collected information from government resources for traffic counts.</p> <p>Mobile technology provides a better estimate of hourly traffic on roadways throughout the week and throughout the year</p> <p>Millions of traffic count locations can now be cross-referenced and aligned with mobile trip data and calculated for every unique road segment in the US by direction.</p>	<p>Traffic counts are the basic building block that allow Geopath to understand overall audience circulation. While a high traffic count may lead to higher impressions, other factors such as illumination, vehicle occupancy, and directionality all play a role.</p>
 PERSONS PER VEHICLE	<p>Mobile data, regional patterns, and trip purpose information now allow for variable occupancy</p> <ul style="list-style-type: none"> Every road segment in the country will have a unique vehicular occupancy calculation 	<p>Different markets have very different travel and transportation usage patterns. Markets with higher vehicle ownership have fewer people per car.</p> <p>The expected number of people in a vehicle is different depending on the trip purpose. Commuting trips have low occupancy, while shopping and leisure trips have high occupancy.</p> <p>Higher levels of occupancy have a positive impact on impressions as they lead to a higher number of "opportunities-to-see."</p>

Component	What Has Changed	Why It Matters
 <p>PEDESTRIAN TRAFFIC</p>	<p>Pedestrian pathways now have unique counts, factoring in mobile activity, employment density, business locations, and more.</p> <p>New default walking speed is 3.1 MPH (vs. 3.4 MPH).</p>	<p>Pedestrian traffic can make up the majority of audience in central business districts, commercial, entertainment, and tourism areas.</p> <p>The use of mobile applications for social, fitness, weather, and navigation has created a powerful resource to understand activity on a block by block level.</p>
 <p>ILLUMINATED CIRCULATION</p>	<p>Sunrise and sunset at the inventory location by season, in conjunction with illumination periods, are used to gauge visibility and circulation.</p>	<p>Many OOH assets rely upon ambient light for illumination. These units can only be seen by traffic during daylight hours.</p> <p>It is important to know the location of a unit within a time zone as the sunrise and sunset times can vary up to an hour. Daylight hours may change significantly throughout the year depending on latitude.</p>
 <p>VISIBILITY ADJUSTMENT</p>	<p>Angle to oncoming traffic taken into account, providing infinite permutations vs. LH/RH/Center, Parallel/Perpendicular.</p> <p>Observed dwell time, degrees off-center (at optimal view), and apparent size (at optimal view) taken into account.</p>	<p>Visibility is dependent on several factors:</p> <p>How large does the media APPEAR within the audience's field of view? WHERE is the media within the audience's field of view? How much TIME does the audience have to see the media?</p> <p>Detailed road network information and inventory attributes enable precise visibility calculations.</p>
 <p>SPEED/ DWELL TIME</p>	<p>Hourly speed data for all US roadways.</p>	<p>Dwell time influences the likelihood of content being seen, as well as the number of spots that a single person has an opportunity to see.</p> <p>The greater the time that an audience dwells near an OOH media location:</p> <ul style="list-style-type: none"> the more likely they are to look at the unit the more opportunities those audiences have to see multiple spots on the same unit <p>Speed data from connected cars and navigation apps is available on more roadways than ever before.</p>
 <p>HOME LOCATION</p>	<p>Mobile device data from across the country for all trip purposes.</p> <p>Home locations aggregated by block group.</p> <p>All geographies accurately reflected in the in/ out of market impressions.</p>	<p>Mobile data enables Geopath to understand the home locations of the audience passing by all OOH media.</p> <p>Comprehensive coverage across the US allows Geopath to quantify out-of-market audiences, such as business travelers or tourists.</p>



A one-page infographic of the above table, as well as additional information on the new methodology, how it has evolved, and its impact to impressions, can be found in the [geekOUT Library](#) on the Geopath website. We recommend that everyone download the above table for easy reference as it will be helpful in answering questions that may come up from clients in regard to the changes.

For a deeper discussion of the above table, a webinar covering [How Impressions are Evolving](#) is available on the Geopath YouTube Channel.

An Illustrative Use Case

The following use case is provided to help illustrate the new capabilities available through Geopath Insights, and provide context for the standards and protocols outlined in the remaining document. The example looks at how audience and location can impact the inventory selected for an overall plan, and how this has changed.

Use Case Overview




Client: Mobile Gaming Arts

Background:
Heroes & Legends, published by Mobile Gaming Arts, is a free Battle Royale game that competes with the popular Fortnite Series. Newly launched in February 2019, the brand needs to quickly create awareness for the game to ensure adoption and establish a significant user base.

Campaign Objective: Large-scale awareness

KPI: Game downloads and registrations



Note: Use Case for Illustration purposes only.

While multiple DMAs are included in the request, this example will focus on the Atlanta DMA. The same process would hold for the other markets.

Use Case Details



Media Target: 50 Weekly TRPs in each market

Markets:

- Atlanta
- Los Angeles
- San Francisco
- Chicago
- New York

Target:

- Primary Target: Gamers that download/use mobile games [NEW]
- Secondary Target: Early tech adopters/influencers [NEW]
- Alternate: Males, age 18-34 in large metropolitan areas

Formats: Large format bulletins (non-digital)



Note: Use Case for Illustration purposes only.

Previously, an agency or operator responding to a proposal like the one outlined below would only have been able to respond to the demographic target, leaving the primary audience request unanswered.

My Plans

New Cost Set

Plan Maintenance

Options

My Markets

My Settings

Administration

Create Users

Manage Users

Search Users

7 26

Atlanta, GA

Males 18-34

Demographics

Males 18-34

Population: 827,981

Weeks: 1

Cost Set:

	Unit # / Transit Package Name	TAB Panel ID	Street Location	Media Type	Plant Name	Weeks	Reach %	Reach	Frequency	TRPs	Plan TRPs	In Market 1 Week Impressions	Total 1 Week Impressions	In Market Plan Impressions	
	000028	37067	Cobb Pkwy	Bulletins	Clear Channel / Atlanta	1	0.9	7,568	2.7	2.5	2.5	20,702	20,702	20,702	
	000138	37152	N Druid Hills	Bulletins	Clear Channel / Atlanta	1	0.9	7,798	2.6	2.5	2.5	20,476	20,476	20,476	
	000140	37154	Northside Dr	Bulletins	Clear Channel / Atlanta	1	1.1	8,959	2.8	3.0	3.0	24,937	24,937	24,937	
	019422	37417	Buford Hwy	Bulletins	Clear Channel / Atlanta	1	1.0	8,638	2.7	2.9	2.9	23,642	23,642	23,642	
	056202	38673	Northside Dr	Bulletins	Clear Channel / Atlanta	1	0.7	5,467	2.7	1.8	1.8	14,835	14,835	14,835	
	009234	39060	Buford Hwy	Bulletins	Clear Channel / Atlanta	1	0.9	7,773	2.6	2.5	2.5	20,337	20,337	20,337	
	47667	40735	W/S BUFORD HWY 1M N/O CHAMBLEE TUCKER RD RHR F/N	Bulletins	Lamar / Atlanta	1	1.1	8,957	3.0	3.3	3.3	27,108	27,108	27,108	
	00085380	42258	Buford Hwy S/O Clairmont Rd W/S	Bulletins	OUTFRONT / Atlanta	1	1.0	8,260	3.0	3.0	3.0	24,461	24,461	24,461	
	90001	472898	US-76 SS 652 E/O RIVER RD F/W - 2	Bulletins	Lamar / Athens, GA	1	0.1	966	3.0	0.3	0.3	2,883	3,925	2,883	
	90102	472899	US-129 S ES 1MI S/O SR 92 F/S - 4	Bulletins	Lamar / Athens, GA	1	0.2	1,975	2.6	0.6	0.6	5,165	5,165	5,165	
	1060	577675	BROAD ST 700 ft W/O MAGNOLIA	Bulletins	Lamar / Athens, GA	1	0.9	7,630	2.5	2.3	2.3	18,870	18,870	18,870	
	1165	577732	ATL HWY 200 ft E/O TIMOTHY RD NS	Bulletins	Lamar / Athens, GA	1	0.8	6,768	3.0	2.5	2.5	20,487	20,487	20,487	
	1343	577793	US-129 N 400 ft N/O FLOYD DR ES	Bulletins	Lamar / Athens, GA	1	0.9	7,123	2.8	2.4	2.4	20,222	20,376	20,222	
Plan Totals:								14.5	120,421	3.6	52.1	52.1	431,573	433,065	431,573

* % Composition based on Adults

** % Composition based on Males

*** % Composition based on Females

v12.7 | © 2017 GeoPath, INC

Now, the industry no longer needs to only focus on demographic-based targets. There are more than 8,000 audience targets available in the new Geopath Insights dataset. Given all the available audiences, it is critical that the desired audiences are clearly communicated among all parties involved (agency, operator, and/or advertiser).

EXPLORE sfiaschetti@geopath.org

DEFINE TARGET | FILTER INVENTORY | LAYERS & DISPLAY OPTIONS | ACTIONS

Select Audience

MY SAVED AUDIENCES | POPULATION | CONSUMER PROFILES | PRIZM

Untitled

Search: All Categories game

☐ Items shopped for on the Internet past 12 months Toys or games
☐ Ways used Internet/apps in past 30 days on computer Games (play or download)
☐ Ways used Internet/apps in past 30 days on tablet Games
☐ Ways used Internet/apps past 30 days on any device Games (play or download)
☐ Ways used Internet/apps past 30 days on smartphone Games (play or download)
☐ Used Game & Play Magazines

CLEAR ALL | SAVE AUDIENCE | APPLY

Assign Market

INVENTORY SUMMARY LIST View as Table

Weekly Metrics:

10k	100%	100
TRP	TARGET COMP.	COMP. INDEX
33b	33b	
TOTAL IMP.	TARGET IMP.	

+2 Persons 0+ yrs

419,720 panels in filter

Filter more to see the inventory list.

Map: OTTAWA, TORONTO, AGINCOURT, MONTREAL, BAHAMAS, CUBA, JAMAICA, HAITI, PUERTO RICO

Mapbox © OpenStreetMap Improve this map

Feedback

After narrowing down the inventory based on geographic distribution, as well as efficiency at reaching the desired target, the following plan was identified. The plan includes 33 units across multiple operators and slightly exceeds the 50 TRP minimum requested.

Final Cut of Inventory

Final Cut of Inventory

INVENTORY SUMMARY LIST View as Table

Weekly Metrics:

53	44%	106
TRP	TARGET COMP.	COMP. INDEX
3.7m	1.6m	
TOTAL IMP.	TARGET IMP.	

Atlanta, GA -25 Ways use -road

0 selected of 33 panels in filter

Target - entage All Select

☐ LAMAR
 Bulletin
 Orientation E
 45%
 MAP VIEW * SELECTED

☐ CLEAR CHANNEL
 Bulletin
 Orientation N
 45%
 MAP VIEW * SELECTED

☐ CLEAR CHANNEL
 Bulletin
 Orientation N
 45%
 MAP VIEW * SELECTED

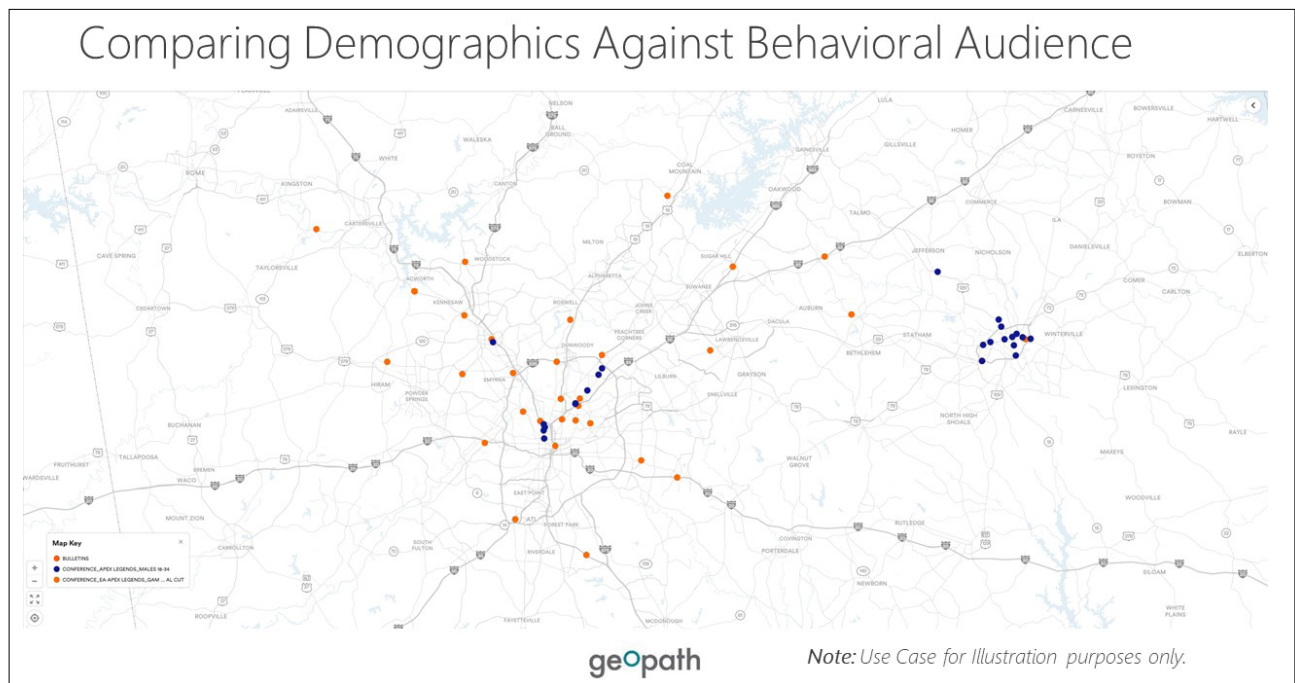
☐ LAMAR
 Bulletin
 Orientation SE
 45%
 MAP VIEW * SELECTED

geopath

Note: Use Case for Illustration purposes only.

So, what does this mean?

As you can see on the maps, the plans are very different geographically (blue dots = traditional demo-based audience / orange dots = behavior target plan). The expanded capabilities available through the new Geopath Insights allow us to fundamentally change the conversation from one based on demographics, to one that includes audience behaviors. Ultimately allowing us to more efficiently meet advertisers' needs.



However, it also means that as an industry we need to be aligned on how we communicate the information needed and establish a set of protocols for how this information will be used. The following document provides a set of guidelines to use as a starting point.

For a deeper discussion of the above use case, as well as other use case examples, you can go to the OOH Office Hours Section of the Geopath website, and/or the Geopath YouTube channel.

Section 2:

Developing the RFP

Section 2

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Pre-Planning

Developing the RFP

Any OOH media planner or buyer who is submitting an RFP using Geopath Insights data (derived through either the Insights Suite, or the Geopath API) should at minimum include the information suggested below. Buyers should always clearly indicate if they have made an evaluation of media using Geopath Insights prior to issuing the RFP.

The information should give a detailed snapshot of how they are looking at the audience, geography, and media, as well as what specific criteria they were using to view it. Whenever possible, specific settings for Consumer Profiles or PRIZM[©] Premier profiles should be included with the RFP.

What are PRIZM[©] Premier profiles?

PRIZM[©] Premier profiles are a proprietary segmentation product developed by Claritas, that combine demographic, consumer behavior, and geographic data to help marketers better identify their target customers and prospects. Each household in the U.S. is classified into one of its 68 demographically and behaviorally distinct segments. For more information check out: <https://www.claritas.com/prizmr-premier>

This information is not intended to limit the request. It should function as the baseline set of information that media sellers will need to effectively respond to the RFP. If there are primary and secondary audiences, they should be clearly defined separately.

1) Establishing Objectives

The RFP should include a summary of the objectives for the campaign: brand awareness, drive in-store traffic, directional, etc. It should also include information on how the inventory will be evaluated, and any relevant client KPI's - what are the client's goals? Will the emphasis be placed on audience delivery, or specific geography? Any brief documentation from the advertiser that can be included will also provide clarification for support rationale. What other media are being included in the plan? How will OOH be expected to support them? Etc.

This will provide the media operator with necessary context for the project. It will allow them to more efficiently respond to the RFP and potentially offer additional information or recommendations based on their knowledge of the market, brand, and/or strategy.

2) Considerations When Identifying: Audience

Because the data supporting Geopath Insights are geared to audience delivery, it is critical that the audience be clearly defined, and that the reasoning and/or parameters used to derive this audience is communicated clearly to the media providers.

Population:

General information about the audience should include any relevant selections from those available in the Insights Suite, including:

- Demographics (i.e., Age, Ethnicity, Gender, Race)
- Household profile (i.e., children, income, marital status)
- Behaviors (i.e., commute, employment, language)

Behavioral Profiles:

If specific consumer profiles, or PRIZM[®] Premier Profiles from Geopath Insights are used in the audience development, they should be specifically identified here. Be sure to include the exact language to ensure that all media operators responding to the RFP can evaluate based on the same profile. This will ensure that you receive comparable metrics across all operators responding to the RFP. Not providing specific audiences may ultimately limit your ability to compare the various responses you receive.

For example, specify “Make of vehicle owned (not leased): Toyota” as the audience vs. just a general audience of “Toyota owners.” There are several other Toyota audiences available in the Geopath Insights (below):

- Make of last vehicle: Toyota
- Make of any vehicle owned or leased: Toyota
- Make of new vehicle owned (not leased): Toyota

Additional Considerations:

- If Geopath Insights audience profiles have been used, have they been shared with/ approved by the advertiser?
- Secondary audiences should be included as separate profiles.
- Will alternate audience profiles be considered if they can be presented with appropriate support rationale? If so, the media operators should be made aware.

Example Audience Profiles:

As you can see in the table below, there are a number of audiences that could be appropriate for the same project. To make the process more efficient, it is a recommended best practice that the planning team ensure the client has approved the selected audience(s) before proceeding. Once approved, the planner or buyer should specifically reference the audience(s) they are considering to avoid any confusion regarding the audience a media operator should use when selecting their inventory.

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
Audience Profile: <ul style="list-style-type: none">• <\$50,000 Household Income	Audience Profile: <ul style="list-style-type: none">• Age: Persons 18-49	Audience Profile: <ul style="list-style-type: none">• \$150,000+ Household Income
OR	OR	OR
Consumer Profile: <ul style="list-style-type: none">• Wireless/cell phone bill amount last month \$30 - \$49	Consumer Profile: <ul style="list-style-type: none">• No. of times used quick service restaurant past 30 days: 3 times	Consumer Profile: <ul style="list-style-type: none">• Amount plans to pay for new vehicle next 12 mos: \$30,000+
		OR
		PRIZM© Premier Profile: <ul style="list-style-type: none">• 01 Upper Crust - Wealthy Mature w/o Kids

3) Considerations When Identifying: Geography

Geography is a key component of any OOH plan as it drives the market area the advertiser intends to target and establishes the universe of available impressions for the campaign. At its heart, OOH media is still strongly rooted in location. Therefore, it is critical to clearly articulate the specific geographic conditions of the RFP and the Geopath Insights data used to arrive at them.

At the most basic level, planners should always default to include the most granular geographic designation they are using in the plan, whether that is:

- DMA – Covers the major metropolitan area and nearby locations
- CBSA – Covers the major metropolitan area
- County
- ZIP Code

If there are additional geographies that are not covered in Geopath Insights (i.e., the non-metro areas of a city, or rural areas/small towns) they should be clearly defined here. If other media are being included in the plan, an overview of how they are geographically targeted/measured should be included here for consistent comparisons.

Additional Considerations:

- For custom geographies or general areas like neighborhoods, additional information should be included such as: identifying a central point and a radius length, including cross streets or other boundary, etc.
- If proximity is a component of geographic consideration, what are acceptable distances?
- What is the threshold of the geographic constraints for the inclusion of transit or rolling media?
- What if there is media available that indexes high for the audience from this geography, but is located outside the specified geography? Would that media be considered?
- For specific POI's: If sets of places are used, the planner/buyer should supply the information used to identify them, such as:
 - Company name
 - Full address, City, State, ZIP
 - Latitudes/longitudes (if available)
 - Brand
 - Place type (i.e., restaurants and other eating places - full-service restaurants)

Example Geographic Profiles:

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
DMA Level, including: New York, Chicago, Los Angeles, Philadelphia, Dallas, San Francisco, Boston, Houston, Atlanta, Phoenix	DMA Level, including: Atlanta, Nashville, Memphis, Chattanooga, Knoxville, Birmingham, Charlotte, Lexington, Durham POIs: Within 3 miles of Brand Y locations	ZIP Code level, including: 08630, 06878, 06870, 06820, 06840, 06853, 06880, 06831, 06807, 06890

4) Special Considerations Regarding Media Types, Metrics & Reporting

When delivering the RFP, it is important to lay out clear parameters for the media included. If there are specific media that have been evaluated using Geopath Insights, care should be given to clearly identify them using the Geopath Insights terminology. If the agency is requesting specific media, the RFP should include the reason behind those choices (client preference, creative type, etc.), as well as a determination of whether alternate media will be considered. It should also clearly indicate if it will accept only this media, or will accept this media and alternatives.

Additionally, it is important to convey the supporting rationale that has been used to determine what media should be included, and what key metrics will be used to evaluate the media proposed. Key elements to include are:

- What are the key factors driving media consideration? What metrics will be used to evaluate the media?
- Within Geopath Insights, what view of impressions are you using to evaluate the media? (i.e., Total Impressions, Target Impressions, In-Market Impressions, etc.)
- How do you want the impressions pulled? TRPs, R&F, DMA, CBSA or ZIP Code?
- Is there an emphasis on Reach or Frequency? If so why?
- What is your weekly TRP goal? Based on what demographic?
- Are there acceptable index ranges for the audience demographic you are looking to reach?
- Are there geographic considerations that apply to the media? (i.e., it must be within X-miles of the target, size, direction, ability to take extensions, read, illumination)
- Are there any media that are being specifically included/excluded? If so, why? Also, indicate if it is acceptable for the media operator to include inventory with a status of "under review."
- If media networks are available – will they be evaluated based on total network index for audience, or by specific locations?
- Are there brand safety concerns, or questions about physical placement?
- Are there technical considerations for the media selection? (i.e., dayparting, illumination, full motion vs. static digital, etc.)
- Are there specific types of reporting or deliverables that are required for the campaign?

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
Media will be evaluated on total target impressions	Media will be evaluated based on proximity to store locations, and competitor locations	Media will be evaluated based on target in-market impressions
Advertiser will place an emphasis on transit media	Advertiser will place a priority on digital media to enable dayparting, and flexible creative, but will not exclude static media	Advertiser will only consider static locations – does not wish to share space

Note: This section will be updated, as appropriate, to provide additional guidelines and recommendations as new media formats (e.g., place-based, scheduled/dynamic fleet) are fully integrated into Geopath Insights.

Section 3:

Responding to the RFP

Section 3

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Responding to an RFP

When responding to an RFP, OOH media operators should utilize the Geopath Insights data and ensure that all requests are carefully analyzed and responded to according to the RFP details. The responses should provide the appropriate media options that reach the target audience, geography, and meet any other specific criteria that the buyer has outlined. Standard deliverables should include:

- Client proposal (Per agency format if requested)
- Maps (with inventory and POI's clearly represented)
- Photo sheets
- Media metrics specific to the RFP (impressions, TRP, reach, frequency)
- Marketing description and rationale specific to the target audience and geography (e.g., "Unit X is in the Salt Lake City DMA and is 0.5 miles from the target location 222 State Street. It is an RHR unit that targets commuters who buy Starbucks coffee").

Ensuring that buyers are only being provided the inventory that meets their requests will garner positive, trusting relationships for future opportunities. Options that fit outside the RFP request should be provided in a separate proposal, with a full explanation as to why the alternative inventory is being proposed. Otherwise, all inventory provided in response to an RFP should be considered inventory that meets the campaign requests and goals.

The New Industry Comparison Standard

We will not compare old impressions vs. new impressions. The new industry comparison standard and selection metric will be how well a unit indexes (or its percent composition for the desired audience) against the market average.

In the example below, the majority of impressions decreased but that doesn't matter because the index and composition metrics by panel show how well the unit delivers against the target. The majority of units in the plan index above 110.

Comparison Example

Do not look at old vs new impressions and how they changed. Our Geopath Insights (IS) unit selection metric for demos/audience is: "How well do these units **index** against A25-54?"

Market	Media Format	# of Units	Facing	Size (H x W)	Spot Length	Loop Length	Illuminated (Y/N)	4 Week IMPS A25-54 (Original Metrics)	4 Week IMPS A25-54 (IS Metrics)	Deviation	% Change	In-Market Target Audience A25-54 Impression Composition Index	In-Market Target Audience A25-54 Impression Composition Percentage
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	728,989	654,324	-74,665	-10.24%	113.20	45%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	1,009,061	1,445,252	436,191	43.23%	116.26	46%
Tampa	Digital Bulletin	1	N	14' x 48'	:10	:64	Yes	284,745	197,428	-87,317	-30.60%	113.31	44%
Tampa	Digital Bulletin	1	S	14' x 48'	:10	:64	Yes	499,830	280,984	-218,846	-43.78%	97.53	38%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	395,176	352,608	-42,568	-10.77%	109.60	43%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	349,532	248,780	-100,752	-28.82%	106.82	42%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	443,930	326,800	-117,130	-26.39%	111.79	44%
Tampa	Digital Bulletin	1	N	14' x 48'	:10	:64	Yes	235,330	367,352	132,022	56.10%	109.58	43%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	222,466	152,912	-69,554	-31.26%	101.55	40%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	844,334	566,500	-277,834	-32.91%	106.75	42%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	728,989	654,324	-74,665	-10.24%	113.20	45%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	443,930	326,800	-117,130	-26.39%	111.79	45%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	1,009,061	654,324	-354,737	-35.15%	116.26	46%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	1,009,061	654,324	-354,737	-35.15%	116.26	46%
Tampa	Digital Bulletin	1	W	10'6" x 36'	:15	:120	Yes	162,168	231,412	69,244	42.70%	126.89	50%
Tampa	Digital Bulletin	1	E	14' x 48'	:08	:64	Yes	288,628	250,032	-38,596	-13.37%	109.10	46%
Tampa	Digital Bulletin	1	E	14' x 48'	:08	:64	Yes	151,171	95,648	-55,523	-36.73%	114.99	44%

geopath

1) Understanding and Using Objectives:

The RFP received from the buyer should include a summary of the objectives for the campaign. It should also include information on how the inventory will be evaluated, and any relevant client KPI's. This should provide you, the media operator, with necessary context for the project and give you the information required to efficiently respond to the RFP (and potentially offer additional insight based on their knowledge of the market, brand, and/or strategy). If an RFP is received, and the demographic or geographic target and/or KPIs are not precise, follow-up communication should be made in order to clarify important specifics and details. Ensuring that all those responding are doing so with the same project basis is vital to the success of the campaign.

2) Considerations When Identifying: Audience

The Geopath Insights and its supporting data are geared toward audience delivery. Therefore, it is critical when responding to an RFP that the correct target audience is identified and the inventory that meets the KPIs related to that audience are provided.

Below is a list of the types of audience profiles that would typically appear in a Geopath Audience Targeted RFP:

Population:

- Behaviors (i.e., commute, employment, language)
- Demographics (i.e., Age, Ethnicity, Gender, Race)
- Household profile (i.e., children, income, marital status)

Behavioral Profiles:

- Make of last vehicle: Toyota
- Make of any vehicle owned or leased: Toyota
- Make of new vehicle owned (not leased): Toyota

Media Specific Considerations:

- Bulletins vs. Digital Bulletins
- Posters vs. Bulletins
- Static Street Furniture vs. Transit
- Alternative Media options
- Combination of media that meets the campaign objectives

Additional Considerations:

- Secondary audiences should be provided as a separate response to the primary audience so as not to misrepresent a specific unit(s) ability to reach the primary target.
- If there is any confusion as to the audience requested, the media operator should seek clarification, when possible, before moving forward.

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
Audience Profile: <ul style="list-style-type: none">• Age: Persons 18-34• <\$50,000 Household Income• \$50,000-\$74,999 Household Income	Audience Profile: <ul style="list-style-type: none">• Age: Persons 18-49• <\$50,000 Household Income• \$50,000-\$74,999 Household Income	Audience Profile: <ul style="list-style-type: none">• Age: Persons 25-54 yrs• Age: Persons 55+ yrs• \$150,000+ Household Income
Consumer Profile: <ul style="list-style-type: none">• Wireless/cell phone bill amount last month: Less than \$30• Wireless/cell phone bill amount last month: \$30 - \$49• Wireless/cell phone bill amount last month: \$50 - \$74	Consumer Profile: <ul style="list-style-type: none">• No. of times used quick service restaurant past 30 days: 3 time	Consumer Profile: <ul style="list-style-type: none">• Amount plans to pay for new vehicle next 12 mos: \$30,000+
PRIZM© Premier Profile: <ul style="list-style-type: none">• No PRIZM© Profile		PRIZM© Premier Profile: <ul style="list-style-type: none">• 01 Upper Crust - Wealthy Mature w/o Kids

3) Considerations When Identifying: Geography

Geography is a key component of any OOH plan as it will identify the market area the advertiser intends to target and establish the universe of available impressions for the campaign.

RFP's should include the most specific target geographic designation as possible. If a geographic target is unclear, the seller should initiate a conversation with the planner to provide clarity before responding to the RFP.

Below is a list of the types of standard geographic-area definitions that typically would appear in a Geopath geography-targeted RFP:

- DMA – Covers the major metropolitan area and nearby locations
- CBSA – Covers the major metropolitan area
- County
- ZIP Code

Additional Considerations (Custom Geographies):

- Points of Interest/radius
- Directional considerations
- Market defined area (specific to a neighborhood or commonly used local geographic definers)

Example Geographic Profiles:

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
DMA Level, including: New York, Chicago, Los Angeles, Philadelphia, Dallas, San Francisco, Boston, Houston, Boston, Atlanta, Phoenix	DMA Level, including: Atlanta, Nashville, Memphis, Chattanooga, Knoxville, Birmingham, Charlotte, Lexington, Durham POIs: Within 3 miles of Brand Y locations	ZIP Code level, including: 08630, 06878, 06870, 06820, 06840, 06853, 06880, 06831, 06807, 06890

4) Media types, Metrics & Reporting (Media Profiles)

When reviewing the details of an RFP, take care to note what metrics will be utilized to evaluate the submitted media options. In addition, be sure to document the rationale behind each individual unit (and/or package of units) submission in relation to the RFP requests.

Key elements the RFP will include are:

- The key factors driving media consideration and what metrics will be used to evaluate the media.
- What view of impressions you are using to evaluate the media (i.e., Total Impressions, Target Impressions, In-Market Impressions)?
- What the emphasis in selecting media will be based on: GRP/TRP, Reach, Frequency, etc.
- The geographic considerations that apply to the media.
- If there are any media types being specifically included/excluded or if any media included are currently “under review.”
- Any brand safety concerns, or questions about physical placement that should be respected.
- Technical considerations for the media selection (i.e., dayparting, illumination, motion).
- Specific types of reporting or deliverables that are required for the campaign.

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
Media will be evaluated on total target impressions	Media will be evaluated based on proximity to store locations, and competitor locations	Media will be evaluated based on target, in-market impressions
Advertiser will place an emphasis on transit media	Advertiser will place a priority on digital media to enable dayparting and flexible creative, but will not exclude static media	Advertiser will only consider static locations – does not wish to share space

Note: This section will be updated, as appropriate, to provide additional guidelines and recommendations as new media formats (e.g., place-based, scheduled/dynamic fleet) are fully integrated into Geopath Insights.

Section 4:

Plan Execution and Post-Campaign Analysis



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Post-Campaign Analysis with Current Annual Data Set

The current cadence of Geopath Insights data updates is annual, which does not allow for post campaign analysis of audience delivery, except for extremely long campaign timelines.

Future Capabilities Using Temporal Data Sets

However, future updates will shorten this cycle to the point where data will likely have been updated between the planning cycle and the execution of the campaign.

At that time, it would be possible for advertisers to pull audience delivery data based on the inventory purchased and compare that against the audience impressions expected from the plan.

Information could include:

- Did the plan over/under deliver for total impressions, target impressions, reach, etc.?
- Were there particular pieces of media that over/under delivered?
- Were there particular geographic areas that over/under delivered?

This information would be useful for both reporting added value to the advertiser, and for further refining future OOH planning to maximize efficiency for the advertiser.

As new temporal datasets (e.g., seasonal data) become available, this document will be updated to reflect the changes to the planning, buying, and selling process.

Section 5:

Frequently Asked Questions

Section 5

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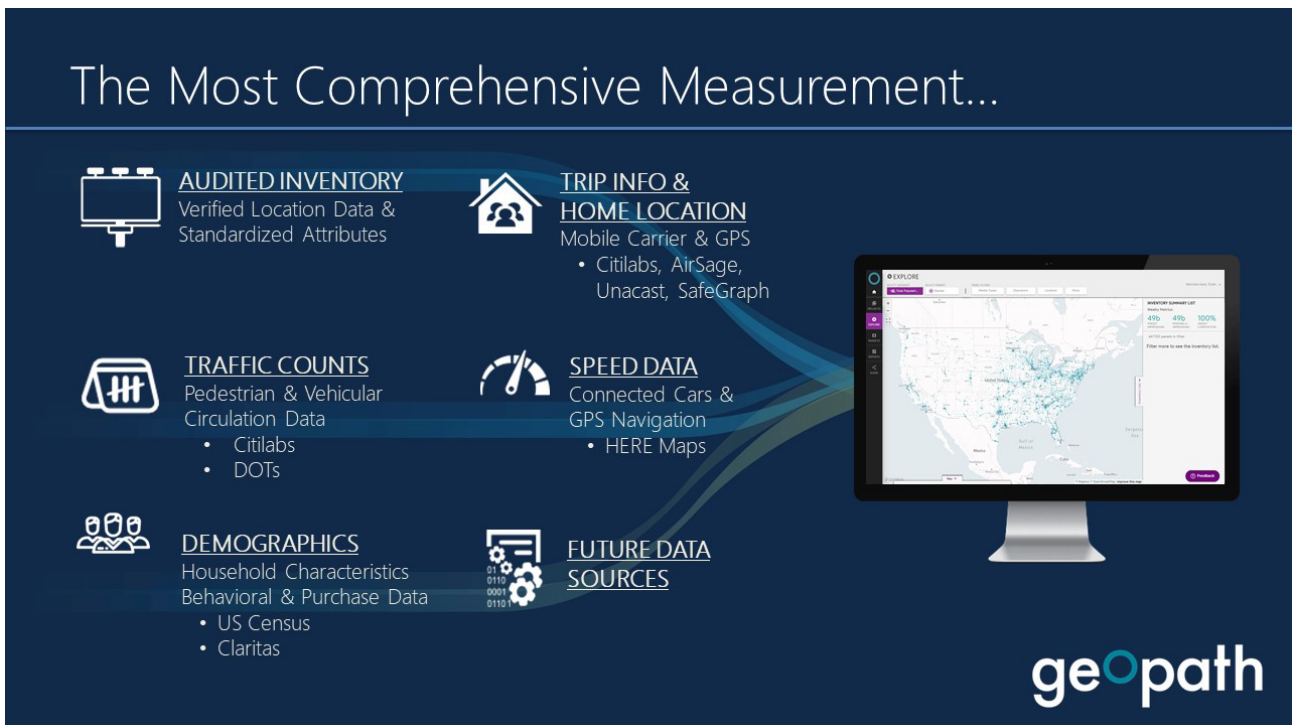
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Q: Why did the industry decide to make this change in measurement?

A: The Geopath membership decided to make an investment in our industry's currency, enriching the system with data from mobile devices, connected cars, and GPS systems to ensure that our organization can provide the state-of-the-art and responsible metrics that today's advertisers are demanding from publishers across all channels.

Q: Where does Geopath get all the data that it uses for its measurement?

A: Geopath partners with multiple data providers. Below is an overview of the current data partners/sources and how the data informs our Geopath Insights.



Q: What are some of the benefits of all this data?

A: Geopath Insights are designed to enhance storytelling through mobile data, richer audience profiling capabilities, seasonal travel variation, and detailed audience targeting by time of day.

Q: How do I explain to a client if their impressions have decreased (or increased) on inventory they purchased previously?

A: Geopath is our governing measurement body that powers a smarter OOH. The data and inputs that go into the measurement methodology today are more precise vs. 12+ years ago. The new industry comparison standard and selection metric is to focus how well a unit indexes and/or its percent composition for the desired audience against the market average. An example of this can be found in the ***Responding to an RFP*** section of this document. If further explanation is needed, you can also refer to the table in the ***How Impressions Have Evolved*** section of this document for more detail on the factors impacting the change in impression. A one-page infographic of this table is also available in the geekOUT Library section of Geopath's website (www.geopath.org).

Q: What if I have a client with a year-long plan that starts before the end of 2019? What impression numbers do I use?

A: We recommend pulling impressions for the remaining part of 2019 using the current impression data, and then use the new impression data for 2020. If needed, you can compare the percent change in impressions (yesterday to today) for the plan, and then compare that to the changes for the overall market to help the client understand how the new plan compares. For metrics such as reach and frequency, the underlying calculations have been improved so significantly that you will, unfortunately, not be able to calculate a single metric for plans that overlap the transition period.

Q: What factors most impact the change in impressions for a given unit?

A: There are several components that impact changes in impressions. They are:

- Vehicular traffic
- Persons per vehicle
- Pedestrian traffic
- Illumination
- Speed /dwell time
- Visibility adjustment
- Home location

For more information on each of these components and how they impact impressions, you can refer to the table in the *How Impressions Have Evolved* section of this document. A one-page infographic of this table is also available in the [geekOUT Library](http://www.geopath.org) section of Geopath's website (www.geopath.org).

Q: How is Geopath protecting the privacy of data?

A: Geopath does not leverage any personal identifiable information for its measurement. The data is anonymized and aggregated to the Census Block group level by Geopath's data partners before it is used for developing Geopath Insights.

Q: What is the Geopath Futures Council?

A: The Futures Council was formed as an advisory group made up of experienced thought leaders from across the OOH industry to help Geopath prepare for the future and successfully navigate the ever-evolving advertising landscape. The council is comprised of planners, strategists, researchers, and sales leaders from agencies and operators across the industry. More information about the council's mission and members can be found in the *Acknowledgments* section of this document.

Q: The document mentions that Geopath Insights will be evolving, how do I find out when there have been updates?

A: Geopath will continue to enhance its new measurement and insights over the coming months. To keep updated on any changes, you can review the release notes section in the [Geopath API Portal](#) and/or the [Geopath Insights Suite](#). We will also communicate updates and changes through our newsletter and during our monthly OOH Office Hours training sessions. If you would like to start receiving our newsletter, please reach out to us at geekOUT@geopath.org.

Q: What if I have additional questions? Where can I find more information and support?

A: If you have any additional questions, you can always reach out to us at geekOUT@geopath.org. This is our digital help line. You can use this for questions on anything in this document, but also for a variety of other needs such as data requests, password resets, and/or custom training.

Additional training materials are also available in the [geekOUT Library](#) section of our website. There you will find a variety of training videos, one-pagers, and presentations that will help anyone in the industry learn about the foundations of OOH measurement and how to use the new Geopath Insights.

Section 6:

Acknowledgements

Section 6

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How This Document Was Developed

This document was developed collaboratively by Geopath's Futures Council. The council was formed as an advisory group made up of experienced thought leaders from across the OOH industry to help Geopath prepare for the future, and successfully navigate the ever-evolving advertising landscape.













The Futures Council: Background, Mission & Members

Members of the council were nominated by Geopath's Board of Directors as future leaders in OOH based on their vision, passion, and dedication to the industry. The group is also bound by a collective desire to ensure that there is a single universally adopted currency across the industry.

The Futures Council's ultimate mission is to advance the understanding, adoption, and use of Geopath's measurement data through education and advocacy across advertisers, agencies, and suppliers. By facilitating collaboration across the OOH industry, the council aims to provide leadership on how to leverage Geopath Insights to power smarter, more strategic OOH media plans.

The Futures Council (below) is comprised of planners, strategists, researchers, and sales leaders from agencies and operators across the industry!

Futures Council Members

Council Co-Chairs	 Matthew Noll EMC Outdoor	 Alyssa Fedak Rapport Worldwide	 Christina Radigan Outdoor Media Group	 Mike Chicca Clear Channel Outdoor
	 Gina Stratford YESCO	 Bobby Gorczakowski OUTFRONT	 Ian Dallimore Lamar Advertising	 Tara Gabelman Intersection
Council Secretary	 Michael Buongiovanni Horizon Media	 Piper Wirth MacDonald Media	 Stefanie Ryce Delta Media	 Toni Short InSite Street Media

About Geopath

Founded in 1933, Geopath is the industry standard that powers a smarter OOH marketplace through state-of-the-art audience location measurement, deep insights, and innovative market research. The organization's mission is to provide the objective and independent measurement needed to maintain the long-term health of the OOH media industry. A Geopath measurement ensures that the unit has been audited for the accuracy of its physical attributes.

The organization is headquartered in New York and governed by a tripartite board composed of advertisers, agencies, and media companies spanning the entire United States. For more information, please visit <http://www.geopath.org>.



Jill Nickerson (Geopath Chairperson)
EVP, Managing Director OOH
Horizon Media



Kym Frank
President
Geopath



Scott Fiaschetti
SVP, Operations
Futures Council Lead
Geopath

Additional Resources

Additional training materials are available in the [geekOUT Library](#) section of our website. There you will find a variety of training videos, infographics, and presentations that will help anyone in the industry learn about the foundations of OOH measurement and how to use the new Geopath Insights.

To learn more about all the resources available to our members, please go to www.geopath.org or email us at geekOUT@geopath.org.

Appendix

Here are definitions of terms frequently used in this document and OOH measurement overall.

Impressions: the number of eye contacts that people have with an OOH unit(s) in a week. Impressions can be provided for all major demographic audiences including age, gender, race/ethnicity, and income.

In-Market Impressions: the number of eye contacts people that live within a defined market have with an OOH unit(s) in a week. In-Market Impressions can be provided for all major demographic audiences including age, gender, race/ethnicity, and income.

Gross Rating Points (GRPs): the total number of In-Market Impressions (18+) delivered by an OOH schedule expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population.

Target Rating Points (TRPs): the total number of target-specific In-Market Impressions delivered by an out of home schedule expressed as a percentage of a target specific market population. One target rating point represents impressions equal to 1% of the target market population.

Reach: the percentage of unique persons in a particular market exposed at least once to an OOH unit(s) over a specific period of time.

Frequency: the average number of times that an individual reached is exposed to the OOH unit(s) in a specific period of time.

Percentage Composition: the percentage of an OOH unit(s)' audience that fits a selected demographic profile.

Composition Index: The percent composition, divided by the percent target population. Indices above 100 mean that the target is better represented. The inverse is also true, as indices below 100 tell us that the target is under-represented.

Census Block Group: a geographical unit used by the United States Census Bureau which is between the Census Tract and the Census Block. It is the smallest geographical unit for which the bureau publishes sample data, i.e. data which is only collected from a fraction of all households.

Core-Based Statistical Area (CBSA): is an area defined by the Office of Management and Budget (OMB) based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting. CBSAs often consist of fewer counties than DMAs and there are many counties that don't belong to a CBSA.

Designated Market Area (DMA): is an area defined as a group of counties that comprise the major viewing audience for the television stations located in their particular metropolitan areas and statistical areas defined by the Federal Government Office of Management and Budget. The areas do not overlap and every county in the United States belongs to only one DMA.

